

## **ORDER**

Orders	Order / Rev:	43289		ODC O
	Alt Order #:	27573245		
	Product Desc:	Order		
	Estimate:	N06N12		KLKN-TV
	Flight Dates:	11/06/21 - 11/12/21	Primary AE:	Katz Washington, D.C.
	Original Date / Rev:	11/04/21 / 11/10/21	Sales Office:	DC
	Order Type:	GENERAL	Sales Region:	National
Agency	Name:	Smart Media Group		
	Buying Contact:		Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		1427 Leslie Ave	Billing Cycle:	EOM/EOC
		Alexandria, VA 22301	Agency Commission:	15%
Advertiser	Name:	Herbster for Governor		
	Demographic:	A35+	New Business Thru:	
	Product Codes:	Candidates	Advertiser External ID:	
	Revenue Code 1:	AGY	Agency External ID:	
	Revenue Code 2:	POL	Unit Code:	General

Revenue Code 3: **POL-CAND** P-04 Priority:

Bill Plan Start Date End Date # Spots | Gross Amount Net Amount 5 \$635.00 \$539.75 11/01/21 11/11/21

IQLAIS				
Month	# Spots	Gross Amount	Net Amount	Rating
November 2021	5	\$635.00	\$539.75	0.00
Totals	5	\$635.00	\$539.75	0.00

00:15:00

Order Separation:

**Account Executives** Start Date / End Date Order % Sales Office Sales Region Account Executive 100% Start Of Order - End Of Order Katz Washington, D.C.

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time	Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
N 1	KLKN	11/07/2	1 11/07/21	Good Morning An	nerica SIM	7a-8a	_	S	:30	1	\$70.00P-05	0.00 NM	1	\$70.00
				Good Morning Ar	nerica Su							- 1		
	WEEKE	END GOO	D MORNIN	G								- 1		
	Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Ratin					- 1		
V	leek: 11/	01/21	11/07/21	S	1	\$70.00	0.0	00						
N 2	KLKN	11/07/2	1 11/07/21	This Week	CM	8a-9a	-	S	:30	1	\$65.00P-05	0.00 NM	1	\$65.00
				This Week								- 1		
	THIS W											- 1		
		ırt Date	End Date	Weekdays	Spots/Week	Rate	Ratin					- 1		
V	/eek: 11/	/01/21	11/07/21	S	1	\$65.00	0.0							4005.00
N 3	KLKN	11/06/2	1 11/06/21	Ch 8 News Sat at		10p-1035p	-	S-	:30	1	\$225.00P-05	0.00 NM	1	\$225.00
				Ch 8 News Sat a	t 10p							- 1		
			WITNESS	and the same								- 1		
		irt Date	End Date	Weekdays	Spots/Week	Rate	Ratin					- 1		
-	Veek: 11		11/07/21	S-	1	\$225.00	0.0			_	****	0.00 1114		6050.00
N 4	KLKN	11/07/2	1 11/07/21	Ch 8 News Sun a	,	10p-1035p		S	:30	1	\$250.00P-05	0.00 NIVI	1	\$250.00
			FILLITATION	Ch 8 News Sun a	at 10p									
			EWITNESS	Maria de deser	00-4-001-	Dete	Detin							
		art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Ratin 0.4							
_	Veek: 11		11/07/21		- 1	\$250.00			.20		625 00 D 05	O OO NA4	4	\$25.00
N 5	KLKN	11/11/2	1 11/11/21	M-F 10a-11a	CM	10a-11a		T	:30	1	\$25.00P-05	U.UU INIVI	'	φ25.00
				M-F 10a-11a										

Print Date: 11/10/21 12:05:13 Page 2 of 2

Order / Rev:

43289

27573245

Advertiser:

Herbster for Governor

Product Desc:

Order

KLKN-TV

Alt Order #: Flight Dates:

Ln

11/06/21 - 11/12/21

Estimate:

N06N12

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Spots	Rate Pri	Rtg Type	Spots	Amount
<u>Start</u>	Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 11/0	8/21	11/14/21	T	1	\$25.00	0.00					

Totals 5 \$635.00

125 West 55th St New York, NY 10019

Contract # 27573245 CPE: HRBST/ORDR/N06N12 Agency: Smart Media Group Changes as of: 11/9/2021 at 11:52 AM Flight: 11/6/21 - 11/12/21

Advertiser: Herbster for Governor Version: Highlighting Makegood 2
Station: KLKN

Market: Lincoln&Hstng-Krny-Pls DMA Con Type: POLITICAL/VOTE Total \$: \$635.00

Status: Accepted

Primary Demo: Adults 35+
Assistant: ALEXANDRA BRADLEY
202-955-5342 Service: Nielsen Office: WASHINGTON Total Spots: 5
Total CPP: \$97.69 Total GRP: 6.5 Traffic #: 43289

Agency Order #: 30077882 Salesperson: ALEXANDRA BRADLEY 202-955-5342 Product: Order Buyer: Dome, Patricia

ALEXANDRIA, VA 22313 PO BOX 26067

Comments: Herbster for Governor New order. Starts Nov 6 confirm receipt Separation:

11/09/27	Date/Time			BON		
11/09/21 11:52 AM   Sent To Rep	ne			M-F BON 6 10a-11a	# Day/Time	
Sent To	Action					
Rep			:1	THE VIEW	DP Program	
Joy Wenn	Added by					
Credited 1x from estimate C30N05 - \$25 that DNA in GMA3 from	Comment			\$25.00	Rate	
1x from	nt			0.0	A35P Impre Len 11/6 11/7 11/8 11/9 11/10 1	
estimate				0	Impre ssion	1
C30N		Z	TOTALS: 1 3 0 0	0 30 0 0 0 0	Len	
05 - \$2!		Makegood Comments	_	0	11/6	
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GMA3		0,	0	0	11/9	
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-1p on			-	-	11/11 11/12	11/6 - 11/12
11/5 due to :			0	0	11/12	11/12
12-1p on 11/5 due to special report. Moving \$\$ to this estimate. Confirm ok.						
ring \$\$ to this es					Spots	Total
stimate.			57		C/S	=
Confirm			\$635.00 \$97.69	\$25.00 \$0.00	44	Total
SK.			\$97.69	\$0.00	СРР*	
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